

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman et al. Art Unit : 3714
Serial No. : 10/798,342 Examiner : Ronald Laneau
Filed : March 12, 2004 Conf. No. : 5601
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO FINAL ACTION OF SEPTEMBER 3, 2008

Please find a listing of claims and consider the following remarks.

A listing of claims begins on page 2 of this paper.

Remarks begin on page 5 of this paper.